



USDA AND RED BOOK UNIVERSITY WEBINAR

YOUR PERSONAL INVITATION

The USDA's Agricultural Marketing Service invites you to participate in their **free** interactive webinar, titled:



"Fruit and Vegetable Market News Portal Training— How to Get the Most out of USDA's Market News Reports and Information"

Every business day, AMS Market News collects and reports detailed information about marketing conditions for hundreds of fruits, vegetables, ornamental crops and nut products at major domestic and international wholesale markets, production areas, and ports of entry. The Market News portal offers customized views and downloads of data from as far back as 1998 for wholesale or terminal markets, retail, shipping point prices, imports and domestic movements, and specialty crops. *All of the reports and information are available at no cost to the industry and public*.

Patty Willkie, officer-in-charge of the Idaho Falls Market News office, will lead the webinar. Ms. Willkie will introduce the Market News portal and provide practical tips to get the most out of the available information and reports. Following a formal presentation, webinar participants will have the opportunity to ask questions live.

Date & Time: Thursday, Feb. 24, 2011, at 2 p.m. Eastern/1 p.m. Central/12 Noon Mountain/11 a.m. Pacific.

Registration: The webinar is <u>free</u>. Registration is required. Deadline is Monday, Feb. 21, 2011.

To register for this online event click the link below or copy and paste the link to your web browser: https://vance-events.webex.com/vance-

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Once the "Event Information" page appears, click the "Register" link under "Event Status" and follow instructions. Upon completion, a confirmation email from Webex will be sent to the email address provided.

For questions, contact Christopher Purdy, business development specialist, USDA AMS Fruit and Vegetable Programs, at tel. (202) 720-3209 or christopher.purdy@ams.usda.gov.

Hosted by Red Book Credit Services as part of the Red Book University educational offering, these webinars provide direct access to USDA experts presenting information live. All members of the produce supply chain are encouraged to participate, including growers, processors, packers, wholesalers, distributors, and retailers of all sized operations as well as officials from government, industry associations and community based organizations.

For fast access and comprehensive information, visit the Fruit and Vegetable Market News Portal at http://www.marketnews.usda.gov/portal/fv